

PRESS RELEASE

kitchengroup wins House Beautiful Gold Award!

(ref: KG-335 / DECEMBER 2009)



The ALASKA kitchen from the kitchengroup has been voted as the “Best Kitchen Range Under £10k” and awarded with a prestigious House Beautiful 2009 Gold Award at the sixth annual House Beautiful Awards held at the BFI Southbank in London on 26.11.09.

Competing against a record number of entries, the Alaska kitchen from the K Kitchens collection, was judged upon a range of criteria looking at innovative design, quality materials & craftsmanship, performance and general all round excellence – and came out with top marks all round!

Described as the red carpet event of the homes industry, the House Beautiful Awards aim to offer companies such as the kitchengroup, the opportunity to gain recognition for quality products and services, providing the consumer with an industry ‘watchdog’ guide to the current best-of-the-best interior products.

Amanda Watson, kitchen product manager for the kitchengroup, said: “We are honoured to have received this accolade (and beautiful Dartington Crystal trophy!) from one of the UK’s leading homes magazines. Alaska was launched in early 2009, and has enjoyed good sales despite the tough market conditions. With this prestigious award and the national consumer publicity House Beautiful magazine will give all the award winners, the Alaska kitchen from K looks set to be a popular choice with consumers in 2010.”

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A white, high gloss, handleless door, the Alaska kitchen is sleek, stylish and ultra modern and its clean, uncluttered look makes it a very versatile design. The white gloss door continues to be a frontrunner in the current kitchen furniture market and its ability to team up with so many other colour schemes, materials and finishes makes it a very appealing product.

"We urge all our K Kitchen stockists and suppliers to communicate this esteemed accolade to your customers. It's a terrific endorsement for a great product, so use it to your advantage by helping to promote sales," continued Amanda.

For further information on the Alaska from K Kitchens, including showroom display deals, POS materials and brochures, contact the kitchengroup on Tel: 0800 8 77 88 99 or visit www.kitchengroup.co.uk / www.k-kitchens.co.uk

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Editor Notes:

- The kitchengroup is a specialist kitchen manufacturer that designs and manufactures kitchen furniture under the Prima and K Kitchen brands.
- kitchengroup manages all aspects of product development; sourcing; operations; marketing; merchandising and training.
- Quality, craftsmanship and technical precision are synonymous with the Prima and K brands, Prima representing an entry level brand and K, a mid-market brand.
- The kitchengroup brands are exclusively distributed by PJH Distribution, the UK's largest distributor. This partnership provides an unrivalled service, supplying kitchen furniture to the independent trade at speed, within just 48 hours.